



# UNIVERSITY OF THE PUNJAB

Third Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig. ....

Roll No. in Words. ....

**PAPER: Entrepreneurship**

**MAX. TIME: 15 Min.**

**Course Code: BBA-211/GEN-21125 Part-I (Compulsory)**

**MAX. MARKS: 10**

.....  
Signature of Supdt.:

**Attempt this Paper on this Question Sheet only.**

**Please encircle the correct option. Division of marks is given in front of each question.**

**This Paper will be collected back after expiry of time limit mentioned above.**

**Q.1. Select the best answer from given option.**

**(1x10=10)**

1. A person who organizes, manages and assumes the risks of starting and operating a business to make a profit is called a(n):
  - a. Entrepreneur
  - b. Investor
  - c. Speculator
  - d. Small business person
  
2. According to the text, which of the following qualities will increase your chance of succeeding as an entrepreneur?
  - a. Vision
  - b. Risk orientation
  - c. Determination
  - d. All of these
  
3. Which of the following was not cited as a reason for starting a new business?
  - a. Independence
  - b. Challenge
  - c. Profit
  - d. Increase of leisure time
  
4. Mr. X is employed in a corporation to launch new products. He is a(n):
  - a. Entrepreneur
  - b. Intrapreneur
  - c. Innovator
  - d. Franchisor
  
5. Which of the following would be included in the business plan?
  - a. Capital required
  - b. Marketing plan
  - c. Management team
  - d. All of these
  
6. The form of business organization that has the largest sales volume is the:
  - a. Partnership
  - b. Corporation
  - c. Cooperative
  - d. None of these

**P.T.O.**

7. Which of the following is an advantage of a sole proprietorship?
- Ease of starting a business
  - Being your own boss
  - Pride of ownership
  - All of these
8. Organizations in a \_\_\_\_\_ mobilize their resources toward selling, advertising and other promotional efforts:
- Sales orientation
  - Marketing orientation
  - Product orientation
  - Production orientation
9. The first step in the marketing process is:
- Identify need
  - Test marketing
  - Conduct research
  - Build a relationship with customers
10. The two most dominant trends in business are:
- Downsizing and restructuring
  - Technology and globalization
  - Strategic alliances and joint ventures
  - None of these



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**PAPER: Entrepreneurship**

**Course Code: BBA-211/GEN-21125 Part – II**

**MAX. TIME: 2 Hrs. 45 Min.**

**MAX. MARKS: 50**

**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

Q. 2 Give Short answers of the following questions:

(10×2=20)

1. What is Entrepreneurship?
2. Define estate planning?
3. What points we should keep in mind to study the market?
4. What is S Corporation?
5. Define business process reengineering?
6. What is SMEDA?
7. Enlist stages of product life cycle.
8. What is an idea?
9. Write down any four advantages of corporation?
10. What do you mean by operation planning?

Q.3 Explain the steps or procedure for buying an existing business.

(10)

Q.4 Explain the characteristics of entrepreneurs?

(10)

Q.5 What is Franchising? Explain the merits and demerits of franchising.

(10)



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**Q.1. Answer the following short questions**

**(6x5=30)**

1. Part time and hybrid entrepreneurs
2. Solving problems as a way of opportunity identification
3. Industry and market feasibility
4. Operational plan
5. Guerilla and viral marketing
6. Internal business environment

**Q.2. Answer the following questions**

**(3x10=30)**

1. **Entrepreneurs are of various types. Explain them**
2. **What are major forms of feasibility analysis for entrepreneurs? Explain**
3. **Explain how a venture's financial strength can be assessed?**



# UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Third Semester – Spring 2022

Roll No. ....

Paper: Entrepreneurship

Course Code: BBA-211

Time: 3 Hrs. Marks: 60

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**THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED**

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**Q.1. Answer the following short questions (6x5=30)**

1. Young entrepreneurs
2. Opportunity identification
3. Product feasibility
4. Marketing plan
5. Bundling and odd pricing
6. Environmental scanning

**Q.2. Answer the following questions (3x10=30)**

1. It is said that entrepreneurs identify opportunities that help them start business. Explain this statement and elaborate the follow up steps of process.

2. What is feasibility analysis and how is it important for business start up

3. What is Porter's five forces model and how it is used in market assessment?